



# News Release

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## **SBA Names 2006 North Carolina & Southeast Region Women in Business Champion of The Year**

**CHARLOTTE** - Sherré DeMao, President/CEO of SLD Unlimited Marketing/PR, Inc. in Denver, NC has been named the Small Business Administration's 2006 North Carolina Women in Business Champion of the Year for her commitment to the advancement of women's business ownership.

The award recognizes DeMao for her active support for legislative or regulatory action designed to help small businesses, her efforts to increase business and financial opportunities for women, her volunteer efforts to strengthen the role of women business owners within the community and other accomplishments demonstrating effectiveness in improving the environment for women in business.

For the past ten years Ms. DeMao has made annual visits to Capitol Hill in support of issues concerning small business including advocating for fair and equitable tax relief, healthcare reform, upholding procurement goal standards, among other issues. She currently serves on the National Association of Women Business Owner's (NAWBO) National Public Policy Council as a representative for women-owned businesses in the Southeast Region. She has spoken on the organization's platform at its Public Policy Days annual conference in 2004 and 2005.

Ms. DeMao was named by the NAWBO national board of directors to chair their National Procurement Task Force overseeing a white paper on the barriers and challenges which exist for women-owned businesses in securing federal contracting opportunities. The report is in its final editing stages and is expected to be released this year.

A member of WIPP, Women Impacting Public Policy, Ms. DeMao uses both her resources and her energy to work on behalf of women-owned businesses in the legislative arena. Ms. DeMao is also active with the area's network of Small Business Centers located at area campuses including Gaston College and Central Piedmont Community College in offering marketing expertise to companies, many of which are women-owned.

Since 1984, SLD Unlimited Marketing has been helping start-up, small to medium companies become smarter marketers through providing creative and innovative marketing guidance, solutions and services. SLD has been recognized with local and national awards including the Telly, which honors outstanding multimedia or video productions on a national level, as well as Pro-Ad, IABC Crown, and Addy awards, which recognize creative advertising and marketing results. For more information contact Sherré DeMao at 704-483-2941 or [sherre@sldunlimited.com](mailto:sherre@sldunlimited.com).

Ms. DeMao, has also been named the **SBA's 2006 Southeast Region Women in Business Champion of the Year**. SBA's Southeast Region includes: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

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